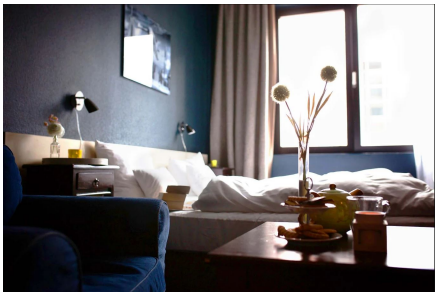
Universitat de Girona
Fundació UdG: Innovació i Formació

# Hospitality & Tourism Accomodation Management



**21th Edition**
**Code:** 260517
**Category:** Lifelong Learning Master's Degree
**Credits:** 60.00
**Language:** English
**Start date:** 14/10/2026
**Last session face-to-face session:** 27/05/2027
**End date:** 30/09/2027
**Maximum date of presentation of the final work:** 03/06/2027
**Possibility to attend face-to-face sessions by video conference:** No
**Class recording:** No
**Day and Time:** Monday to Thursday from 5 pm to 9 pm
**Location:** EUROAULA, Barcelona University School
**Places available:** 25

## Prices and discounts

**Price:** 6.170 €

## Reasons for doing the course

This Master aims to develop students' career as directors, area managers or entrepreneurs, enabling them to acquire the knowledge and skills necessary for decision-making in the various tourism accommodation types. Within the tourism and hospitality sector, a knowledge of hotel planning and management is essential.

# Aims

- Acquire the technical knowledge required for key decision-making in the tourism accommodation sector.
- Assimilate the skills and strategic vision required for managing hotels.
- Learn in depth about the core tools used in Revenue Management and e-Commerce.
- Develop the ability to lead teams and manage finances in hotel establishments.

# Professional outings

- Hotel Director
- Hotel Sub-Director
- Tourism Consultant
- Entrepreneur

# Who the course is for

- Professionals who wish to enter International Hotel Management and management of Tourist Lodgings.
- Graduate and diploma holders who wish to gear their career towards the hotel business and management of tourist lodgings.
- Professionals who wish to create their own enterprise-start up (hotels, hostals, bed and breakfasts, etc...).

# Entry requirements

- Official University Degree. If the official Degree is not from Spain, it will be necessary to translate and legalize it.
- In case of not having an official Degree, a document must be submitted with the last studies.
- Copy of your passport / DNI (ID).
- Motivation letter.
- Current curriculum vitae.

# Assignatures relacionades

## Strategic Management in a Global Business Environment, business ethics & sustainability (4 ECTS)

Understand the business tourism market and the professional organization of events as well as its main business strategies and models. We will also work on applications of concepts of ethics for business and sustainability.

## Corporate Finance and Management Accounting (4 ECTS)

Identify, use and interpret various techniques of administration and financial management of companies.

## Systems and Operations (3 ECTS)

Business sectors and contexts have also evolved and, as a result, information systems and different technologies have achieved a broader focus, not only in the productive industries of the products they were born but also in the service industries and cooperation platforms where the business world is currently evolving.

## Human Resources Management and Leadership and Teamworking Skills (6 ECTS)

This module focuses on how to apply managerial skills and teamwork techniques, as well as being able to identify and know in a general and basic way strategies, policies, management systems and tools related to sustainability and corporate social responsibility, especially , applied to the tourist, hotel and event market.

## Principals of Online Marketing & Online Reputation (4 ECTS)

This module examines the strategies of digital marketing, the considerations of implementation and execution of the B2B and B2C brands and provides a detailed understanding of all the digital channels and platforms used in the Tourism Industry. At the end of the class, students will receive a healthy, comprehensive knowledge and experience on how to develop an integrated digital marketing strategy, from formulation to implementation.

## Management Communication & Customer Experience Skills (4 ECTS)

In this subject, we will study the interaction between clients, brands and companies. To achieve the best delivery of the customer experience, each department of an organization must align during the process of designing and delivering customer experience strategies.

## Competitive Strategies in the Hospitality Industry (3 ECTS)

The different business models within the tourism accommodation sector and the development of a business strategy in this sector are the object of study of this module as well as the execution of the strategy.

## Properties Development and Planning New Ventures (6 ECTS)

This subject analyzes whether the panification of the business facilitates the development of new acquisitions in the tourism sector, and in this case, what is the best strategy to follow and which variables must be taken into account for the viability of the project.

## Marketing Management for Services (3 ECTS)

Students will understand topics such as the analysis of the latest trends that affect the industry and the most effective ways to attract customers for the different tourist accommodations. Different concepts related to sales, marketing, management and consumer behavior will be worked on.

## Managing Resources in Hospitality (4 ECTS)

One of the fastest growing economic sectors, the tourism and hotel industry around the world, employs more than 10 million people. People are clearly a central resource for the efficient operation of the industry. This subject focuses on the management of services and quality as key areas that link human resources management to other areas of management, providing strong interconnections with marketing, finance and product development.

## E-Commerce & Revenue Management (4 ECTS)

Revenue Management is becoming a generalized process in the tourism industry, such as hotels, airlines, travel agencies, tour operators, cruises. The main objective of the module is to know the concepts of Revenue Management and its strategies. There are also other goals: to set price strategies to maximize income from income (room revenues and total income).

## Entrepreneurship and Innovation for the Hospitality Industry (5 ECTS)

This subject is intended to promote entrepreneurship, innovation and the competitive strategy of the tourism company and the creation of companies and services in the tourism, hotel and gastronomy sector in the international arena.

## Master’s Degree Final Project (10 ECTS)

The final project is conceived as an original professional project consisting of a systematic and detailed plan that responds to the specific challenges of the content proposed by the participating tourism companies, based on the approach of a real situation. In the preparation and development of the final project, students will have to take into account in an integrated way the main contents addressed in all the modules of the curriculum of the present Master, and develop a comprehensive project on the organization of an event professional from a real case.

# Qualification

Lifelong Learning Master's Degree in Hospitality and Tourism Accomodation Management of the University of Girona

* Does not include shipping rates of qualification document.

# Evaluation system

– Minimum mandatory attendance at 80% of sessions.
– Active participation in class is necessary by the student to achieve the skills that will be acquired with the resolution of practical cases, exercises, etc., and formulating questions of interest, which allow the teacher to add value in their explanations.
– Completion of individual case studies and search for information.
– Conducting practical cases in groups and assessing team coordination with the same objective.
– Carry out partial written tests and a final exam.
– Students must do a practical job for each of the Master's module. The date of presentation of each one of them is the final date of each module.
– The final master's project consists of the creation of a professional event. The work must be presented to a jury made up of three professors from the program, who are responsible for carrying out the evaluation.

# Teaching table

## Management

**David Valls Roig**
Has been the Academic Director of Euroaula Escuela Universitaria since September 2016.

## Coordination

**Pilar Gómez Martín**
Holds a Diploma in Educational Sciences. She is the head of the secretary department and also the coordinator or Masters and Postgraduates studies in EUROAULA with more than 25 years of experience in the educational sector and in EUROAULA.

# Teaching staff

**Faculty**
Led by a team of managers and working professionals. Consult the list of teachers.

*Management reserves the right to modify the teaching staff, if necessary, to ensure the levels of quality and professional category.

# Calendar

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